American Association for Clinical Chemistry, Inc.
2015 AACC Annual Meeting and Clinical Lab Exposition
Exhibit Terms, Conditions, Rules and Regulations

The American Association for Clinical Chemistry, Inc. (herein after referred to as AACC) and its exposition management company, J. Spargo & Associates, Inc. (herein after referred to as JS&A), are committed to providing the highest quality Annual Meeting and Clinical Lab Expo possible. It is agreed and understood that the AACC Exhibit Terms, Conditions, Rules and Regulations (Terms) for exhibitors are part of a contract between the exhibitor and AACC and that submission of the application for exhibit space constitutes the exhibitor's agreement to abide by these Terms. In addition, exhibitors must follow the exhibitor policies of the Georgia World Congress Center.

AACC reserves the right to interpret, amend, and enforce these Terms at any time as it deems proper to assure the success of the exposition. Written notice of any amendments or interpretations of Terms shall be given to all contracted exhibitors. All amendments that may be made shall be equally binding (upon publication) for all parties as if contained in the original regulation.

All exhibits must conform to the rules set by the American Association for Clinical Chemistry. It is the responsibility of the official exhibitor representative to see that all booth staff are made aware of and adhere to all Terms and conduct themselves in a professional manner.

Acceptance of Application for Exhibit Space and Review of Activities
AACC reserves the right to accept or refuse the Application and Contract for Exhibit Space (Exhibit Contract) for any exhibit and, once an exhibit is on the floor, to require its modification or removal, whenever AACC considers such exhibit to be detrimental to its business, professional or ethical interests, or which originates from any organization whose displayed products do not meet the professional standards of AACC.

AACC may review the exhibit floor activities of exhibitors at any time. AACC may deny an exhibitor access to, or expel an exhibitor from the event without refund of any fees if, as determined solely by AACC, such exhibitor has not complied in all material respects with policies, legal requirements, the terms and conditions of the Exhibitor Contract, or the Terms. AACC may also seek other remedies in law or equity and limit the Company's access to AACC resources.

AACC reserves the right to restrict exhibits that are objectionable because of noise, glaring or flashing lights, method of operation, or any other reason, and prohibit or evict any exhibit that, in the opinion of AACC, detracts from the general character of the exhibit hall. All booth activities and content must be professional in nature and provide educational information related to the field of laboratory medicine. This reservation includes persons, things, conduct, printed material, or anything AACC judges to be objectionable. In the event of such restriction or eviction, AACC is not liable for any refund to the exhibitor.

Exhibit Space Cancellation
- All cancellations must be received in writing by JS&A.
- Cancellations received by JS&A on or before October 29, 2014 qualify for a full refund of any deposits made.
- If cancellation is received by JS&A between October 30, 2014 and April 2, 2015, no refund of any deposits will be made and 50% deposit remains due.
- If cancellation is received by JS&A after April 2, 2015, no refund of any deposits will be made and the company must pay the full cost of exhibit space rental.

Relocation of Exhibits and other Floor Plan Revisions

AACC retains the exclusive right to revise the Exhibit Hall floor plan(s) and/or relocate any assigned exhibitors as necessary for the betterment of the Clinical Lab Expo as determined solely by AACC. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and may be subject to relocation. Due to the large number of participating companies, AACC cannot guarantee that a company will not be located near a competitor.

Subleasing of Exhibit Space
An exhibitor may **not** sublet its exhibit space, nor any part thereof. Two or more companies may share a booth only on the condition that the number of 10'x10' booths is equal to or greater than the number of companies sharing the booth space. Only the sign of the company whose name appears on the Application and Contract for Exhibit Space may be placed in the booth. Further, only the company submitting the Application and Contract for Exhibit Space will be the exhibitor on record and promoted on the AACC website, in the Final Program and in other show related materials.

Exceptions to these regulations will be granted to government sponsored pavilions that meet the following criteria:

1. Evidence that indicates a government sponsored program exists that supports the growth of small and/or disadvantaged companies.

2. A minimum purchase of 400 sq. ft. is required

3. No more than two companies may occupy one booth (100 sq. ft.)

4. Prior written approval from AACC is required.

Use of Exhibit Floor Plan
The exhibit floor plan and exhibitor list are the property of AACC. Use or publication for any purpose without AACC's written consent is prohibited.

Prohibition upon Completed Sales
The AACC does not permit completed sales of merchandise on the exhibit floor.

Children Admittance Regulations
For safety and liability reasons, children under 16 years of age will not be permitted at any time in the exhibit areas.

Exhibitor Liability Insurance
The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than minimum $1,000,000 per occurrence/$2,000,000 aggregate coverage. Such insurance shall name the American Association for Clinical Chemistry, J. Spargo & Associates, Georgia World Congress Center, and The Freeman Companies (Freeman) as an additional insured. During the term hereof, the exhibitor shall maintain Workers' Compensation and Occupational Disease insurance in full compliance with all federal and state laws, covering all of exhibitor's employees engaged in the performance of any work for exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall. Proof of such insurance, including a Certificate of Insurance, shall be provided to JS&A or its agent or representative within three (3) calendar days after request, time being of the essence. Failure to remit such proof shall be a material breach of this agreement.

Indemnification
Neither AACC, JS&A nor its other agents or representatives, or their shareholders, officers, directors, employees or contractors shall be responsible for any injury, loss, or damage that may occur to exhibitor or to exhibitor's agents, employees, affiliated personnel, officers, directors, shareholders, contractors or representatives or any of their property, businesses, or other activities from any cause whatsoever, prior to, during or subsequent to the conference or exposition event. By signing this Agreement, exhibitor expressly and voluntarily and knowingly assumes all such risk and expressly agrees, and hereby does, indemnify, defend and hold harmless AACC, JS&A and other agents and representatives, and their shareholders, officers, directors, employees and contractors, from and against all claims and liabilities arising out of, or in any way related to, the acts, omissions or negligence of exhibitor, exhibitor's agents, invitees, employees or representatives.

Forum
For any litigation allowable under this agreement, the parties agree to submit themselves to the exclusive jurisdiction of a court in the District of Columbia.

Applicable Law
This contract will be interpreted and enforced under the laws of the District of Columbia.

Failure to Occupy Exhibit Space
Any space not occupied by 2:00 p.m., Monday, July 27, 2015 will be forfeited by the exhibitor. The space may be reassigned or used by AACC without a refund. Exhibitors who anticipate delays in setting up their booths must receive prior written approval from JS&A for late installation. All booths must be staffed during exposition hours. Exhibiting organizations that fail to occupy and furnish contracted exhibit space may be charged for the expenses incurred by AACC to cover the booth area or convert it to a lounge area.

Official Service Contractors
The official general service contractor is Freeman. AACC has also designated certain other firms as official service contractors and strongly encourages exhibitors to use these contractors rather than non-official suppliers. Georgia World Congress Center may require the use of certain contractors. The complete list of official service contractors will be provided in the Exhibitor Service Manual that will be made available online in April 2015.

<u>Booth Installation and Dismantling</u>
Booth Configurations
All exhibits must conform to the standards set by the Healthcare Convention Exhibitors Association as follows:

Inline Booth (linear 10'x10' booths)
No side rails, counters, or structure may exceed 4 feet in height, within 5 feet from the front of the exhibit space. Backgrounds are limited to 8 feet in height (12 feet for perimeter booths) and must not protrude more than 5 feet from the back wall. Exhibit construction may not exceed the height of the side rail except in the back half of the booth as noted above. The reverse side of any wing panel extending from the back wall of the display must be draped in order to avoid raw exposure to a neighboring booth. If the exhibitor does not comply, AACC will have the decorator drape the area at the exhibitor's expense. Corner booths may eliminate the outside 3-foot side rail, if desired. Absolutely no storage of any kind will be permitted behind an exhibitor's booth. If the exhibitor does not comply, AACC will have the items stored at the exhibitor's expense.

Additional pipe and drape will be required at the exhibitor's expense for those booths that have exposed areas between the back wall of their structure and the back wall of the booth. Please note that in order to provide a harmonious environment to all exhibiting companies' sightline rules will be strictly enforced.

No exhibit will be permitted to span an aisle by overhead construction. Exhibitors must provide space within the booth to accommodate spectators. If spectators interfere with normal traffic flow in the aisles or if they overflow into adjacent exhibits, JS&A has the right to discontinue the activity. No part of exhibit or signs may be pasted, nailed or otherwise affixed to convention center walls, doors, etc. Exposed, unfinished sides of the exhibit booth must be draped. In the event the exhibitor is not present, the decorator, with the approval of JS&A, will provide required draping at the exhibitor's expense. Exhibitors must correct infractions prior to show opening on Tuesday morning.

Island Booth
An island booth is typically a 400-square-foot (20'x20') or larger exhibit space exposed to the aisles on all fours sides. Island booths must be constructed to allow access from all sides. Island booths should have open sight lines around and through the design (including hanging signs/structures), so that the surrounding area can be viewed through the booth and that neighboring booths are not inappropriately obstructed. The top of the booth's sign must not extend more than ***20 feet*** from the exhibit hall floor and cannot block visibility of AACC signs. Variances will not be granted.

Two-story or multi-level booths are prohibited. Exhibitor must provide suitable floor covering. Demonstration areas on the perimeters facing aisles are prohibited. Exhibitors must provide space within island and other booths to accommodate spectators. If spectators interfere with normal traffic flow in the aisles or if they overflow into adjacent exhibits, JS&A has the right to discontinue the activity. Exhibitors must correct infractions prior to show opening on Tuesday morning.

Exhibitors who wish to construct an island booth that will be 400 square feet or larger, are required to submit a digital drawing, rendering, or architectural plans to JS&A, through the online AACC Exhibitor Resource Center for approval by June 5, 2015. Any changes that occur after initial submission must be resubmitted to JS&A for approval prior to the meeting. Should booth construction at the show deviate from the actual submitted and approved floor plans, JS&A reserves the right to ask the exhibitor to make modifications at the exhibitor's expense. Please contact Steve Marshall, Exposition Operations Manager, at 703-631-6200 or steve.marshall@jspargo.com with any questions. If the plans do not comply with AACC Exhibit Design Rules or the final exhibit booth erected onsite does not comply with AACC Exhibit Design Rules, JS&A will, at its sole discretion, require on-site modification of the booth at the exhibitor's expense to meet these requirements. No exceptions will be granted if the exhibitor fails to provide plans in a timely manner or for booths that do not comply with AACC Exhibit Design Rules once onsite.

Hanging Signs
For an island booth, the top of a sign suspended from the exhibit hall ceiling or attached to the exhibit booth must not exceed ***20 feet*** from the exhibit hall floor and cannot block visibility of AACC signs or other exhibitors' booths. Hanging signs must be suspended directly over the island booth and not over the aisles.

AACC may grant an exhibitor's request to allow a sign to hang over an aisle to conjoin with another portion of that exhibitor's booth. An additional fee for the incorporated aisle space will apply.
No part of any exhibitor signs shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture.

Lighting
All island booths may utilize special lighting. Lighting must be directly over or in the exhibitor's booth and may not extend into the aisles or neighboring booths. Exhibitor lighting cannot affect other exhibitors or aisles. Overhead lighting may be dimmed or turned off at the exhibitor's expense with onsite approval from AACC. Requests may be made onsite at the Exhibitor Service Desk.
It is the responsibility of the exhibiting company's contact person to notify their contractors and agents of the height restrictions for hanging signs and lighting.

Booth Carpet
AACC will carpet all visible aisle space within the exhibit area and will supply linear exhibitors with pipe and drape. Exhibitors must completely cover the entire area of the exhibit space with carpeting or an approved material (bare floors are not permitted). The order form for carpeting will be provided in the online Exhibitor Service Manual. At the discretion of AACC, Freeman will carpet exhibit booths that are not appropriately carpeted at the expense of the exhibitor.

Helium Balloons/Lighter than Air Objects
The use of helium balloons and/or lighter than air objects is prohibited in the exhibit hall.

Shipping and Targeted Freight Move-In
All confirmed exhibitors will receive a target date and time for freight delivery, which will be identified in the Exhibitor Service Manual. Please keep in mind that the target date/time is for freight delivery only, not for booth installation. A minimum of four hours between the target freight delivery time and installation of the booth must be allowed. Freeman will begin accepting advance freight at their warehouse 30 days prior to the first official move-in day. Direct shipments to the Convention Center will be received during installation dates ONLY. If you are using your private vehicle to deliver freight to the convention center please refer to the exhibitor policies published by Georgia World Congress Center. Any shipment that arrives at the convention center prior to official installation dates will be refused. Empty crates will be removed, stored, and returned after removal of aisle carpet at the close of the exhibit for shipping via outgoing carriers from the show site. When planning your dismantling and subsequent departure at the end of the show, please allow approximately 6-8 hours for return of all empty shipping materials from storage. Crates will be returned as quickly as possible, but the sheer number of "empties" for a show this size makes faster delivery a challenge. The Fire Marshal prohibits the storage of any shipping materials behind booths. All exhibits must be ready for removal from the exhibit area by 10:30am on Saturday, August 1, 2015. Do not store anything of value in crates being removed to storage. Requests for an earlier move-in must be made in writing no later than June 5, 2015. An explanation of the special circumstances warranting the exception should be sent to Ed Gitelson with Freeman at ed.gitelson@freemanco.com.

Installing, Exhibiting and Dismantling Labor Policy
Exhibitors shall utilize proper authorized labor for exhibit installation services during move-in, exhibitor services during open hours, and exhibit dismantling during move-out according to the official policies/union agreements of AACC, Facility Management, Official General Services Contractor, and all

applicable state and local laws. To access current rules, regulations and policies of Georgia World Congress Center visit this link: exhibitor policies. Exhibitors planning to build special displays onsite should employ union display companies in their fabrication, carpentry and electrical work. Information on Union Rules and Jurisdictions will be available in the Exhibitor Service Manual.

Exhibitor Appointed Contractors
If you plan to use an exhibitor appointed contractor to install and dismantle your exhibit, or provide other services, the following must be received by June 5, 2015:

a. A properly executed "Exhibitor Appointed Contractor" form from the Exhibitor Resource Center (available online April 2015).
b. Certificate of Liability Insurance naming AACC as the insured and JS&A, Georgia World Congress Center, and The Freeman Companies as additional insured and covering the non-official contractor with scope and limits not less than $1,000,000 per occurrence/$2,000,000 aggregate coverage.
c. Certificates of Liability Insurance for Exhibitor-Appointed Contractor(s) must indicate the name of the exhibiting company/organization and booth # that they are representing in the description area of the Certificate of Insurance. If said information is not included, the Certificate of Liability Insurance will NOT be accepted by AACC.
d. The exhibitor appointed contractor must provide proof of Workers' Compensation and Occupational Disease Insurance in full compliance with all federal and state laws.
e. The Georgia World Congress Center requires all contractors/suppliers and vendors to have approved credentials for access to the GWCC. Please click here for important information regarding Georgia World Congress Center's Worker Identification System.

If the documentation described above is not delivered to JS&A by the June 5 deadline, or is incomplete or inaccurately executed, the non-official contractor will be denied access to the exhibit hall. Non-official contractors are not permitted to set up service desks in the exhibit hall. All Exhibitor Appointed Contractors are permitted on the exhibit floor ONLY during official move-in and move-out hours providing the information above is supplied. Exhibitor personnel, including Exhibitor Appointed Contractors hired to work in their booth, may not solicit from outside of their booth or elsewhere in the meeting venue, including meeting rooms and poster sessions, and may not canvas in any part of the Exhibits or meeting venue. Failure to comply with any or all of the above will result in refusal of the Exhibitor Appointed Contractor's access to the exhibit hall and the ability to service your exhibit.

Food & Beverage In Exhibit Booths
Permission to serve food and beverages in exhibit booths must be requested in writing and approved by AACC Exposition Management. All food and beverages must be purchased through Levy Restaurants, the exclusive provider of food and beverage at the Georgia World Congress Center. In an effort to maintain a clean and organized exhibit hall, exhibitors who will be providing food and beverage/hospitality in their booth must order porter service.

Vehicles in Exhibit Booths
Any vehicle used in an exhibit booth must conform to convention center rules for vehicles. These rules generally require disconnection of the battery, limit the amount and types of fuel in the vehicle, and may require fire watch personnel. A spotting fee may also be incurred. Specific rules and regulations will be posted on the exhibitor webpage. Vehicles over 5' in height cannot be placed within 10' of any aisle. Special move-in and move-out arrangements must be made in advance. Contact JS&A for details.

Electrical Safety
All wiring on booths or display fixtures within an exhibitor's booth must meet underwriter's rules and standard fire department inspection applicable under all appropriate state, county, city and Georgia

World Congress Center electrical and fire codes and regulations. This applies to construction not pre-wired equipment.

Fire Regulations
All materials used in the exhibit hall must be flameproof and fire resistant in order to conform to local fire ordinances. Corrugated paper, flameproof or otherwise, will not be permitted. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguishers must not be covered or obstructed. **To minimize fire hazard, no storage of any kind will be permitted behind an exhibit booth.**

Accessible Storage
Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these do not impede access to utility services, create a safety problem, or appear unsightly. Accessible storage for exhibitor materials will be available from Freeman for a fee. Detailed information regarding accessible storage will be available in the Exhibitor Service Manual.

Porter Service
In an effort to maintain a clean and organized exhibit hall, exhibitors who will be distributing giveaways and/or food and beverage must order porter service. Porter service includes monitoring the exhibit booth to empty wastebaskets and collect empty boxes during show hours. Standard wastebasket emptying does not include removal of empty boxes. Empty boxes may not be placed in the exhibit hall aisles, behind or adjacent to columns, or in trash cans in the exhibit hall during show hours. If an exhibitor does not properly handle empty boxes, AACC will remove the boxes at the exhibitor's expense.

Removal of Exhibit Materials at Close of Exposition
Exhibitors are not permitted to simply abandon exhibit materials and shipping materials (booth walls, carpet, furniture, skids, crates, etc. or biological materials) at the end of the Expo. There are charges for hauling trash from the exhibit hall at the close of an event. Please make arrangements to remove booth walls, carpet, furniture, skids, crates, etc. before you depart. If you leave these materials behind, you will be charged for the labor to remove them and the trash charges for disposal. This does not include small amounts of promotional materials or routine trash in trash cans and waste baskets or the materials rented from suppliers in the exhibitor service manual.

Early Dismantling
Early dismantling is expressly **prohibited** by AACC. Exhibits officially close on Thursday, July 30, 2015 at 2:00 p.m. All booths must be staffed until that time. Exhibitors that dismantle before closing will be subject to priority-point reduction and possible exclusion from future Clinical Lab Expos.

Liability for Damage to Property
Exhibitors are liable for any damage to facility property, including but not limited to escalators, floors, walls, or columns, standard booth equipment, and other exhibitors' property.

Labor
Information regarding labor rules and rates will be published in the Exhibitor Service Manual, available online in April 2015. Exhibitor Bulletins will also be sent out intermittently via email (please be sure to include your email address on the exhibit space contract). The Georgia World Congress Center requires all contractors/suppliers and vendors to have approved credentials for access to the GWCC. Please click here for important information regarding Georgia World Congress Center's Worker Identification System.

Security

AACC will provide reasonable security protection for the perimeter of the exhibit hall, but Exhibitor acknowledges that AACC is not liable for any of Exhibitor's property, for the security of the booth itself, or for the safety of its staff or visitors to its booth. Exhibitor will take reasonable precautions to protect its property. Forms for ordering individual booth security will be in the Exhibitor Service Manual. Exhibiting companies conducting private demonstrations in their exhibit booths during off hours are required to order security and individuals participating in the demonstrations must be escorted to and from your booth. The Security Office located in the Exhibitor Service Center will supervise a 24-hour lock-up security room for small packages (tool kits, laptop computers, VCRs, etc.). This service is available to exhibitors at no charge.

Electricity, Water/Drain, Gas, Phones, Internet and Related Services
Forms for these services will be included in the Exhibitor Service Manual.

Electronic Badges and Lead Retrieval
AACC uses electronically encoded badges for lead retrieval. These badges have the registrant's name and contact information plus selected demographic information electronically encoded on the card. An electronic inquiry retrieval system must be used to access the information. Please note that the only information included on the badges is the information provided on the attendee registration form. Details and rental rates for electronic inquiry retrieval systems will be included in the Exhibitor Service Manual.

Cleaning
All booth areas and furnishings are provided in a clean and orderly state on the first day of set-up for your area of the exhibit hall. However, the exhibitor is responsible for any cleaning services required between initial booth materials delivery and show opening. A cleaning service form will be in the Exhibitor Service Manual.

Drapery and Aisle Carpet
IVD Section(s) - black and gray tweed carpet/black drape
OEM Section - grey carpet/black drape

Exhibitor Service Manual
The Exhibitor Service Manual will only be available online in April 2015.

Exhibitor Badge Registration
Each exhibitor will be allotted 7 booth staff badges per 10' x10' booth. Valid government photo IDs with proof of age are required to obtain a badge for admission to the exhibit hall. No children under 16 years of age will be permitted in the exhibit hall at any time. Exhibitor badges will only be provided to employees of the exhibiting company. Other individuals representing exhibiting companies including employees from third party organizations and consulting firms must register as Expo Only Attendees.

Waste Disposal
No oils or combustible liquids may be poured in convention center drainage or sewer systems. Hazardous and toxic materials and chemicals, and all medical wastes, require special disposal methods. Exhibitors are required to inform JS&A in advance that such materials and/or substances will be used in the facility. Proper disposal methods must be provided by the exhibitor and approved in advance. All liquids left on the exhibit floor will be considered hazardous waste and the cost for the disposal of this material and a substantial penalty will be the exhibitor's responsibility.

Biological Materials
The United States Department of Agriculture has advised AACC that some exhibiting companies have had test kits and reagents on display that contain animal products imported from outside the United States. The USDA requires that all animal-derived and cell-cultured materials must have import permits.

Promotional Activities

AACC recognizes that promotional activities encourage a steady flow of traffic to the exhibit booths. It is imperative that exhibitors display professionalism and consideration for their fellow exhibitors; therefore, interviews, demonstrations, and the distribution of literature or samples must take place within the exhibitor's booth. Commercial firms and other organizations may not, for example, engage in marketing activities through the use of hotel television channels, individual company distribution of marketing materials in hotels (e.g., giveaways, flyers, or door drops), or the branding of beverage napkins, hotel keys, etc. unless through the Official AACC Sponsorship programs. No queuing in the aisles will be permitted. Please allow for queuing to take place in your exhibit booth space. Canvassing or distributing promotional materials outside the exhibitor's rented booth space is not permitted. No literature may be distributed in the convention center, hotels, official hotel shuttle bus stops, or any public area.

Presentations that promote a company's products and services are allowed within that company's exhibit booth. Demonstrations must be located in an area such that any crowd that gathers will be contained within that exhibitor's space and will not block the aisles or neighboring exhibits.

Distribution of Promotional Materials

AACC provides the ClinPack official door drop program to selected hotels in the official housing block. This is the only way that exhibitors may distribute materials in the hotels. Other distribution of advertising materials in hotels is prohibited. Examples: promotional pieces slipped under the doors in hotels are prohibited; promotional pieces stacked for pickup on registration counters are prohibited. All hotels have been advised to refuse such requests from exhibitors or their agents. Distribution of advertising materials at the convention center is limited to distribution from within your booth. This includes outside the convention center such as near entrances or shuttle bus locations. Any such materials found will be discarded. Anyone handing out materials outside of an exhibit booth will be removed from the facility.

Contests, Lotteries, Raffles, and Games of Chance

Contests, lotteries, raffles, and games of chance must be conducted in accordance with applicable law and must comply with the guidelines of the American Medical Association (AMA) that state: "The contest must be open to all meeting attendees and be conducted in a professional manner." Prizes must be moderate in value. Notification of winners, semi-finalists, and runners-up, etc., must take place after the conclusion of the AACC Annual Meeting and Clinical Lab Expo.

Contests of any kind must first be approved in writing by AACC. Exhibitors intending to conduct contests, lotteries, raffles, or games of chance must complete the Request for Approval of Giveaway Form through the online AACC Exhibitor Resource Center by June 5, 2015.

Music Licensing

AACC does not obtain ASCAP or BMI music licensing that will allow the use of copyrighted recorded music in the booths. Exhibitors interested in playing copyrighted music must obtain the proper licensing from ASCAP or BMI.

Exposition Photography/Recording Policy

Exhibiting companies/organizations must obtain written approval from JS&A to photograph, videotape and/or audiotape in the exhibit hall and will only be permitted to photograph, videotape and/or audiotape in their contracted exhibit space. Exhibitors may not photograph, videotape and/or audiotape other exhibits and/or attendees. Requests may be submitted to Steve Marshall, Exposition Operations Manager at steve.marshall@jspargo.com

Exhibitors that choose not to use the official photographer listed in the Exhibitor Service Manual must submit an Exhibitor Appointed Contractor Form and valid Certificate of Liability Insurance through the online AACC Exhibitor Resource Center by June 5, 2015. The exhibiting company/organization will be required to make arrangements through the official security services company for escort at its own expense. It is recommend that arrangements be made with electrical services for show level lighting and power during the photo shoot if this occurs when the hall is closed.

Photography, videotaping, and audio recording are permitted by exhibit booth staff in their own exhibit booth, provided that written permission/authorization is obtained from any distinguishable individuals and no other exhibit booth or its contents is distinguishable. AACC is not liable for the failure of any exhibitor to obtain such permission.

These activities must be conducted without disruption to Exposition activities or limitation to the accessibility of exhibitors.

Please note that attendees are permitted to take photos or recordings in the exhibit hall for their own personal use, but they are asked to obtain permission from the exhibiting company before engaging in photography or audio/video recording of or within said booth.

a. Recording equipment (audio, video, or photo) by exhibitor is prohibited in educational sessions unless permitted under separate, written agreement with AACC.

AACC or JS&A will confiscate badges and remove from the exhibit area any person found in violation of these rules.

Conducting Exhibits
AACC Annual Meeting & Clinical Lab Expo identification badges must be worn and visible at all times during the show and within show facilities. These facilities include the exhibit hall, meeting rooms and sessions, and official social events scheduled during the AACC Annual Meeting & Clinical Lab Expo. The aisles of the exhibit hall are public space and free access is available to all qualified and badged individuals. However, access to the aisles does not include freedom to disturb or disrupt any other exhibitor's product demonstrations. As a courtesy to attendees and other exhibitors while observing product presentations, limit conversational volume and content to that which will not disturb attendees or the product demonstration. Onsite personnel may not enter the booth of another exhibiting company without the permission of an appropriate member of the exhibiting company's staff. If asked to leave another exhibitor's booth, do so immediately and without dispute. When asking another exhibitor's personnel to leave your booth, do so courteously and discreetly. If you are seeking to arrange a B2B conversation with another exhibitor, for example, to become a distributor for an exhibitor or to ask an exhibitor to distribute your products, do not disturb the exhibitor's interaction with other booth visitors. Instead—without disturbing the current conversation with a booth visitor—wait for an opportunity to speak with a company representative to set up a meeting at a more convenient time for the exhibitor.

Exhibit Booth Staffing
Exhibit booths must be staffed during exhibit hours.

Early Dismantling

In Booth Promotions and Demonstrations
The use of promotional robots, signage, and other materials is restricted to the exhibitor's own booth and must conform to line of sight and height restrictions for the booth type. Professionals hired for other than product demonstrations require prior approval by JS&A. JS&A reserves the right to evict any

model or mannequin used in a booth that, in its sole discretion, it considers to be inappropriate for the Clinical Lab Expo.

Combustible, Flammable Materials
No combustible decorating may be used. Use of volatile or flammable liquids, gases, or solids must be approved by the Fire Marshal and, if approved, must be kept in safety containers. All fluids, reagents, etc. must be removed from exhibits at closing on Thursday. (See the information at Georgia World Congress Center exhibitor policies regarding waste disposal and biological samples.)

Reporting Infractions of Rules
Exhibitors should report any infraction of these rules to JS&A as soon as possible after the incident occurs. Record the individual's name and company so that any required further action may be taken in a timely manner. Exhibitors should report infractions to the JS&A office in the Exhibit Hall.

Light, Sound and Amplification
Audio-visual presentations and other light and sound effects are permitted only with JS&A's consent, and in those locations and at such intensity that, in JS&A's opinion, do not interfere with the activities of neighboring exhibitors. For example, speakers or video terminals may not be placed on the corner of booths, causing disturbance in the aisles. JS&A will monitor all lighting and sound producing equipment for compliance.

Private Demonstrations
Exhibitors will be permitted to conduct off-hour private demonstrations in the exhibit hall on Tuesday and Wednesday afternoons, Wednesday and Thursday mornings ONLY. No private demonstrations are permitted in the exhibit hall before the exhibits open at 9:30 a.m. on Tuesday, July 28, 2015 or after exhibits close at 2:00 p.m. on Thursday, July 30, 2015. Private demonstrations must be arranged through JS&A and special badges will be required to enter the hall during off-hours. All private demonstrations must be cleared through JS&A two weeks prior to the start of exhibitor move – in. Exhibiting companies conducting private demonstrations in their exhibit booths during off hours are required to order security and individuals participating in the demonstrations must be escorted to and from your booth. Companies requesting permission for private demonstrations can find the application form in the Exhibitor Service Manual. Note: Cleaning crews begin vacuuming aisle carpet after the show closes on Tuesday and Wednesday evenings. You may continue private demonstrations while the crews work, but the cleaning equipment may add considerable ambient noise when working in the area around your booth. Exhibitors may not take attendees away from the convention center during exhibit hours for private demonstrations of products offsite. This is deemed inappropriate and unfair to other exhibitors who have contracted for exhibit space in expectation of access to attendees.

Americans with Disabilities Act
Exhibitors shall be responsible for making exhibits accessible to persons with disabilities, as required by the Americans with Disabilities Act, and shall hold AACC harmless from any consequences of an exhibitor's failure in this regard.

Use of AACC Name and Logo
The AACC logo may not be used on any materials produced by organizations other than AACC itself. Use of the American Association for Clinical Chemistry's name or copyrighted material requires prior written approval by AACC.

Cancellation of Exposition
It is mutually agreed that, in the event of cancellation of the AACC annual meeting as a result of strikes, acts of God, war, terrorism, disaster, curtailment of transportation facilities, governmental regulations, or other causes that would prevent its scheduled opening or continuance, this agreement may be

terminated by AACC. AACC shall refund the portion of the exhibit fees remaining after deduction of expenditures made before cancellation and non-cancellable commitments .

Ancillary Meetings and Meeting Room Requests
Companies and nonprofit organizations that are supporters of AACC may apply to hold ancillary meetings during the AACC Annual Meeting and Clinical Lab Expo. AACC will assign meeting space in its sole discretion. Contracted hotels will not reserve meeting rooms or function space for anyone during the meeting dates without prior AACC approval.

All Ancillary Meeting Requests must be submitted by form to AACC. Questions about meeting room requests may be directed to Karen Ellis at kellis@aacc.org. Ancillary meetings may not conflict with any of the AACC official sessions, including poster sessions.

Priority Point System
The priority point system is designed to recognize companies that support AACC and its activities, and to encourage new companies to participate. Priority points not only determine exhibit hall placement, but also help determine placement for group housing blocks. Please keep in mind that, in addition to the priority point total, other factors will also influence the final hotel placement.

Mergers and Acquisitions
Priority points will be calculated for the company name stated on the exhibit space contract or corporate support letter of agreement. If companies have since merged or been acquired, the surviving company will be allotted the combined total points from each company. A company that has merged with another company must notify your exhibit sales account manager at aaccexhibits@jspargo.com so that the points can be reviewed and reassigned.